



# FLOWER MOUND

2022 ANNUAL REPORT



# Letter from Mayor **DEREK FRANCE**

2022 brought exciting new beginnings and helped Town Council set the vision and direction of our town. With endless possibilities in Flower Mound's future, spending my time as mayor cultivating its success is my top priority. Here's what your Town did in 2022 to ensure the best is still to come.

We began 2022 with the addition of Town Manager James Childers. Unanimously appointed by Town Council, James came to Flower Mound in January, but this wasn't his first experience with our Town. In the early 2000s, James worked as an intern and then an HR Generalist for Flower Mound. Since his first day in this new role, James has more than met the challenges of leading staff, serving residents, and guiding us toward the best Flower Mound possible.

After several years of operating under the same strategic goals, your Town Council re-examined the Town's strategic plan and reaffirmed our direction and vision, plus we created new, updated strategic goals. According to this new plan, the ultimate goal of the Town is to provide a superior quality of life for its residents, business owners, and community. We achieve this through our five core goals of public safety, infrastructure, financial stability and operational soundness, and community engagement. In addition to these core goals, we highlighted three focus areas, including environment and country feel, parks and recreation, and economic development. Rest assured, we didn't pull these goals out of thin air. We created them using data gathered from our residents during the first FloMo Convos series. This outreach and engagement initiative was aimed at deepening the dialogue with residents. Over the course of four public meetings in 2022, residents expressed their hopes, dreams, current perspectives, and even gripes about the Town. With every future decision your Town Council makes, these goals will be top of mind.

In 2022, Town Council voted to maintain the lowest property tax rate in the Town's history at \$0.4050 per \$100 assessed valuation. Town Council also voted to double the homestead exemption from 5 to 10 percent. That means, homeowners in Flower Mound with a house valued at \$450,000 paid approximately \$136.69 per month for a variety of services, including police, fire, parks and recreation, streets, and more. The Town's AAA bond rating was also reaffirmed by both Fitch and Standard & Poor's.

Flower Mound residents also did their part to ensure our Town's financial success. In 2022, they voted to reauthorize three sales tax initiatives that will contribute approximately \$3.4 million dollars each to Flower Mound's Fire District, Crime District, and Parks and Recreation Capital Projects Fund. The best part is the Town's sales tax rate of 8.25 percent did not increase, but our overall sales tax collections rose by nearly 22 percent compared to 2021.

Meanwhile, 116 new businesses opened in Flower Mound, creating more than 1,250 jobs. Your Town Council also approved the start of something big for west Flower Mound. The future mixed-use development called Flower Mound Ranch will bring residential, corporate, retail, and office space to the area. The approximately 1,066 acres of land will be developed over the next 20 to 40 years. Also in 2022, the Town approved a \$500 million project to add a new office building, hotel, and residential tower along Lake Grapevine.

In 2022, Flower Mound was named the "Safest Place in Texas" by background screening service GoodHire. For their report, GoodHire used FBI data on property, violent, and society crime in cities of all 50 states. In Texas, they found Flower Mound to be the safest locality with a population greater than 30,000. In 2022, Flower Mound police officers responded to more than 45,000 calls and attended more than 100 community outreach events. Meanwhile, Flower Mound firefighters responded to more than 7,200 calls for service, traveled to more than 17 wildland deployments, and completed 12 rotations to the U.S. Mexico border in support of Operation Lone Star.

In 2022, the Town continued to make strides toward perfecting its infrastructure with plenty of new capital improvement projects. With a total of six major utility projects and seven major roadway, signal, and reconstruction projects completed, our Public Works team has been busy. With even more improvements planned in 2023, they're not slowing down.

We also cut the ribbon on the newly renovated Rheudasil Park in 2022. Named for the Town's first mayor, Bob Rheudasil, the park now offers a lighted boardwalk, playground area, basketball court, pavilion and restroom structures, enhanced landscaping, a small fishing pier, and a renovated sidewalk. Nine other parks in town also saw renovations and upgrades in 2022.

Flower Mound's lineup of community events continued to grow in 2022. For the first time, we celebrated Diwali and Holi as a community. At each of these events, hundreds of friends, families, and neighbors gathered to celebrate these traditional Indian holidays. Of course, Flower Mound's most famous event, Independence Fest, went off without a hitch. More than 20,000 of you gathered to celebrate our nation with the help of Randy Rogers Band. We can't wait to go even bigger in 2023.

Finally, our Town marked multiple milestones this year, including more than 1,000 people touring the Gibson-Grant Log House in its first full year of operation; the Flower Mound Public Library checking out more than 500,000 books, DVDs, and digital materials in one year; a complete overhaul of the design and navigation of the [www.flower-mound.com](http://www.flower-mound.com) website; and much more.

As we look forward to 2023, Flower Mound's future and continued success is set firmly in view. With so many bright spots this year, it feels impossible, but I know 2023 will be Flower Mound's best year yet.



## TOWN COUNCIL



**Adam Schiestel**  
Place 1



**Sandeep Sharma**  
Mayor Pro Tem, Place 2



**Brian Taylor**  
Place 3



**Jim Engel**  
Place 4



**Ann Martin**  
Deputy Mayor Pro Tem, Place 5

# STRATEGIC PLANNING

In October of 2022, Flower Mound Town Council held a two-day strategic retreat designed to re-examine the Town's strategic plan and affirm Flower Mound's direction and desired goals. During the retreat, Town Council discussed their roles, vision, low-range planning, and objectives to update the Town's strategic goals to the following:

**1** Quality of Life

**2** Public Safety

**3** Infrastructure

**4** Financial Stability and Operational Soundness

**5** Environment and Country Feel, Parks and Recreation, and Economic Development

**6** Community Engagement

## 2022'S MAJOR MILESTONES

### New Town Manager



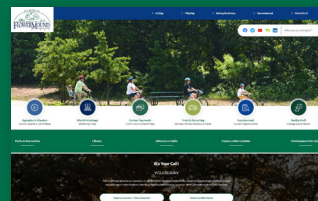
Appointed unanimously by Town Council, James Childers was a great choice for Flower Mound's next Town Manager. In his first year on the job, James set an example of dedicated service and focused leadership.

### First FloMo Convos



During this outreach and engagement initiative, nearly 300 residents connected in person and online with Town staff to talk about their town. From this series, Town leadership and staff were able to craft future goals for Flower Mound.

### Revamped Website



Town staff launched a successful redesign of the [www.flower-mound.com](http://www.flower-mound.com) site in May of 2022. After months of work, the updated site includes a light and modern design, more imagery, and reorganized navigation to assist users in finding what they need.

### Town Project Map



This new interactive map helps residents find the latest information on Town construction projects, including street, signal, facility, park, water, stormwater, and more. Find the map at [www.fmprojectmap.com](http://www.fmprojectmap.com).

# TOP AWARDS

## NO. 1 BEST PLACE TO LIVE IN TEXAS

Flower Mound is the No. 1 "Best Place to Live in Texas," according to real estate and lending company Rocket. To create this ranking, Rocket analyzed 70 of the most populated cities in Texas using key metrics, including crime and unemployment rates, housing costs, median monthly income, and more. Flower Mound was ranked No. 1 in all of Texas thanks to its low property and violent crime rates, a proportionate housing cost to income ratio, low unemployment rate, and more.

## NO. 4 MOST LIVABLE SMALL CITY IN THE U.S.

Flower Mound is the No. 4 "Most Livable Small City in the U.S.," according to a study by SmartAsset, an online personal finance company. Researchers examined cities with populations between 65,000 and 100,000 and compared several key factors, including housing costs as a percentage of median income, unemployment rates, dining options, and commute times. Additionally, Flower Mound is the only Texas community in the top 30 of this list.

## NO. 4 BEST SUBURB TO BUY A HOUSE IN THE DFW AREA

Flower Mound is the No. 4 "Best Suburb to Buy a House in the DFW Area," according to Niche, an online resource with comprehensive report cards and rankings on U.S. neighborhoods, schools, and more. Researchers based the findings off of key factors, including home values, taxes, crime rates, quality of local schools, and real estate trends from the U.S. Census and other data sources.

Flower Mound has all of its 2022 awards and recognitions listed at [www.flower-mound.com/awards](http://www.flower-mound.com/awards).



# PARKS & RECREATION

## NEW AND IMPROVED PARKS

Flower Mound residents celebrated the grand reopening of the newly renovated Rheudasil Park in 2022. Named for Flower Mound's first mayor, Bob Rheudasil, the park now includes a lighted boardwalk, playground area, basketball court, pavilion and restroom structures, enhanced landscaping, a small fishing pier, and a renovated sidewalk. While it was certainly one of the most exciting park renovations of 2022, several Flower Mound parks saw upgrades, too, including:

- Heritage Park
- Shadow Ridge Park
- Prairie Creek Park
- Peacock Park
- Culwell Park
- Lone Tree Park
- Glenwick Park
- Leonard & Helen Johns Community Park
- Colony Park

## PLANS FOR THE FUTURE

Construction work on Canyon Falls Park took shape in 2022. When it opens in 2023, the 10-acre park will offer much needed amenities for residents in west Flower Mound, including a new playground and pavilion, basketball court, splash pad, fitness equipment, hiking trails, and more. In 2023, multiple other Town parks and playgrounds will see upgrades, including playground replacements at Cortadera, Wilkerson, and Possum Parks; upgrades to the lighting at Bakersfield Park; the addition of a pavilion at Dixon Park; drainage and turf improvements at Chinn Chapel Soccer Complex; and upgrades to both Tealwood Oaks and Gerault parks.

## PRESERVATION ACHIEVEMENT AWARD

Flower Mound's Parks and Recreation Department accepted the 2022 Preservation Achievement Award for its work restoring and preserving the Gibson-Grant Log House. The award came from Preservation Dallas, a nonprofit dedicated to the preservation and revitalization of historic buildings, neighborhoods, and places. You can visit the house Fridays from 1 to 5 p.m. and Saturdays from 10 a.m. to 2 p.m.

### Gibson-Grant Log House First Full Year of Operation

1,016 VISITORS  
106 DAYS OPEN  
19 VOLUNTEER DOCENTS



## New and Returning Events

In 2022, the Town's impressive lineup of community events continued to grow. For the first time, the Town celebrated the traditional Indian holidays of Diwali and Holi. Flower Mound's biggest event of the year, Independence Fest, also returned in 2022. More than 20,000 people attended and enjoyed the festival headlined by Randy Rogers Band. In 2023, The Town has more than 30 events lined up, including two brand new ones.

## Trails and Bikeways Master Plan

In August of 2022, Flower Mound Town Council approved the Trails and Bikeways Master Plan, which will serve as a roadmap to guide short- and long-term priorities for the Town's trails and bikeways network. The plan will shape the future of trails and bikeways in our community for the next 10+ years. You can learn more at [www.flower-mound.com/trailsmasterplan](http://www.flower-mound.com/trailsmasterplan).



## Tennis Center Feasibility Study

In 2022, consultants for the Town presented the Tennis Center Feasibility Study to Town Council. The study identified the need for a tennis center in Flower Mound. It also recommended that a new facility should include 16 tennis courts, 12 pickleball courts, a clubhouse, playground, and walking trail. Next steps for this project include a bond election vote by residents during the May 2023 election. If the bond issue passes, the tennis center would be built at Trotter Park, which is 13.11 acres of Town-owned parkland.

## Paddleboard Rentals

It's hard to believe, but Twin Coves Park got even more fun in 2022 with the addition of paddleboard rentals. Now, residents can explore Lake Grapevine on a paddleboard, in addition to preexisting kayak rentals.



## Twin Coves Park

Located on 243 acres on the north shore of Grapevine Lake, Twin Coves Park is the perfect escape to nature in Flower Mound. Outfitted with 19 furnished cabins, 22 RV slips, and six primitive campsites, the park is a great place for a weekend get-away or an extended stay. In 2022, an estimated **72,493** people visited Twin Coves Park. Visit [www.twincovespark.com](http://www.twincovespark.com) to find out more.



# SENIORS IN MOTION

2,592 MEMBERS

1,016 PROGRAMS & CLASSES



# COMMUNITY ACTIVITY CENTER

Since 2008, the Community Activity Center (CAC) has offered Flower Mound residents a place to relax by the pool, work on their fitness, learn a new skill, and much more. As membership and program attendance continue to rebound from the COVID-19 pandemic, this Flower Mound staple continues to impress.

## 2022 by the Numbers

**304,580** VISITORS

**8,238** MEMBERS

**514** CLASSES & PROGRAMS



# PUBLIC LIBRARY

## MAJOR MILESTONE

In 2022, the Library hit a milestone when staff checked out more than 500,000 books, DVDs, and digital materials! The Library has not hit that milestone since expanding its lending period to three weeks more than a decade ago. Library staff members are thrilled to be offering vital resources to cardholders who helped the Library reach the 500,000 mark in 2022.

## PATRON SATISFACTION SURVEY

In July of 2022, the Flower Mound Public Library conducted a patron satisfaction survey. It asked Library cardholders ages 13 and older what they thought of the Library, its staff, physical collection, events and programs, and more. Overall, the Library received a rating of 4.56 stars out of 5 from its patrons.

## 2022 BY THE NUMBERS

**575,000** CIRCULATION

**225,000** TOTAL VISITORS

**594** CLASSES & PROGRAMS



### Blue Fins Win Big



The Town's youth swim team won first place at the Texas Amateur Athletic Federation (TAAF) Region IV Circuit #1 swim meet in 2022. With a combined total of 1,197 points, they made Flower Mound proud!

### Team CAC-Attack



CAC lifeguards competed in the North Texas Guard Games in 2022 and brought home the gold! The team, dubbed CAC-Attack, brought home the first-place award for an event that tested CPR skills during a medical emergency.

# ATHLETICS

In 2022, Flower Mound offered multiple athletics programs, which included adult softball, basketball, kickball, volleyball, and tennis, as well as youth tennis and track and field. In 27 adult sports leagues, more than 44,000 people participated across 235 teams. Nearly 1,000 adults and kids participated in 129 tennis classes offered by the Town's partner, Bad Dawg Tennis. Finally, in 2022, 128 kids participated in the Town's youth track and field season.



### New StoryWalk®

The new StoryWalk® at Heritage Park is a pathway lined with weather-resistant cases containing pages from a children's book, which is periodically changed, so there's always a new story to read. This project was made possible by a grant from the U.S. Institute of Museum and Library Services and the Texas State Library and Archives.

### New App

The Library's new mobile app makes access easy for people on the go. Patrons can access their accounts, reserve study rooms and Creation Lab equipment, search the catalog, and add their library card barcode to scan directly from their phone or other device. To download the free app, search "FMPL" in your app store.

### Creation Lab

In 2022, a laser engraver and cutter was added to the Creation Lab, a maker space that offers low- and high-tech creative tools. Other enhancements at the lab in 2022 included more training sessions and classes, as well as the ability to submit 3D print jobs via email.

### Game On

In 2022, the Library added board games to their catalog. Their collection is designed for a variety of ages and skill levels. Library cardholders can check out one board game at a time and may keep the game for three weeks.



# INFRASTRUCTURE

PROJECTS COMPLETED IN 2022

## UTILITY PROJECTS

1

Lift Station Improvements and Decommissioning Phase II

2

Morriss Road Water Lines Phase II (FM 1171 to Eaton)

3

Sentinel Oaks Water Line Replacement

4

Wastewater Treatment Plant Rehabilitation Phase V

5

Upper Timber Interceptor Phase I (Morriss Road to One Place Lane)

6

Hillside Water Line Connection

## ROADWAY, SIGNAL, AND RECONSTRUCTION PROJECTS

1

Bruton Orand Boulevard at FM 1171 NB Right Turn Lane

2

Forest Vista Reconstruction Phase II

3

Edgefield Drive Reconstruction

4

Garden Ridge Boulevard Through Lane at FM 3040

5

Sidewalk Links on FM 407 From Country Meadow Drive to Cirrus Court

6

Blue Ridge Trail Reconstruction

7

Colonial Drive Reconstruction Phase II



9

# ECONOMIC DEVELOPMENT

## OPEN FOR BUSINESS

In 2022, Flower Mound's economic makeup continued to diversify with the addition of several new businesses. Along its southern border, Flower Mound welcomed Home Franchise Concepts (HFC) to the Lakeside International Office Center. The leading home service franchisor in North America, HFC's lease was the first step in an exciting, multi-year process to relocate their corporate office here to Flower Mound.

Also in Lakeside, Town Council approved construction of a 16-story, luxury apartment tower, which is part of a \$500 million project to bring this tower, a hotel, new office building, and six new restaurants to the edge of Grapevine Lake. The tower is expected to be complete in 2025.

In west Flower Mound, 2022 was the start of something big. Flower Mound Town Council approved an application for Flower Mound Ranch, a mixed-use development. The approved plan includes varying densities of residential uses, open spaces, corporate campuses, and civic, retail, hospitality, institutional, entertainment, and office uses. The approximately 1,066 acres of land will be developed over the next 20 to 40 years.

Flower Mound's River Walk also saw some new beginnings in 2022 as the restaurant row came under new management. As their first order of business, the new owners began a complete rebrand of the existing restaurants to make the River Walk more family friendly. When it's all said and done, visitors will have five new restaurant concepts to choose from, with even more expected in 2023.



## NEW RESTAURANTS

● Cake4One

● Dirty Cajun Seafood Kitchen

● Domino's Pizza

● Dutch Bros Coffee

● Everbowl

● Guitars & Growlers

● Gyro 360 Mediterranean

● Marco's Pizza

● Mattito's Tex-Mex

● MOD Pizza

● P.F. Chang's To Go

● Texas Star Cafe

● Valerie's Taco Shop

● Yummy Sichuan



116  
NEW BUSINESSES  
1,250  
NEW JOBS CREATED

10

# FIRE DEPARTMENT

In 2022, the men and women of the Flower Mound Fire Department once again proved their mission to proudly provide respectful, professional, and courteous service to our community. With an ever-increasing call volume, they continue to stand ready to serve Flower Mound and beyond.

## DEPLOYMENTS

In 2022, Flower Mound firefighters weren't only keeping our community safe. They also responded to multiple emergencies around the country. FMFD firefighters participated in 17 wildland deployments, one AMBUS deployment, and 12 rotations to the U.S. Mexico border in support of Operation Lone Star.

## FIGHTING THE FREEZE

In 2022, Flower Mound was hit by three fierce bouts of winter weather. The first, dubbed Winter Storm Landon, hit in early February and brought snow and ice, prompting a rapid response from our firefighters. Flower Mound's Emergency Operations Center (EOC) was activated around the clock for two days, and multiple Town departments were running 24/7 operations to help keep residents safe. Then, less than three weeks later, Flower Mound was under another winter storm warning. From Feb. 23 to Feb. 25, 24/7 road treating operations resumed for Town employees. Finally, just before Christmas Eve, Flower Mound was once again hit by freezing temperatures. The cold front didn't bring any slick precipitation, but Flower Mound firefighters still braved temperatures in the teens to serve residents. They responded to more than 141 calls for service over those four freezing days in December.



**7,250** CALLS FOR SERVICE  
**7.3%** INCREASE IN CALLS  
**120+** COMMUNITY EDUCATION EVENTS



### Award-Winning Team



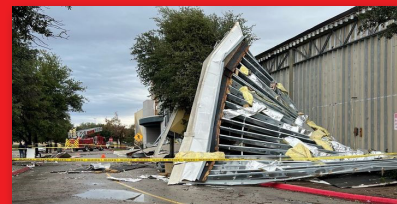
For the third consecutive year, FMFD has received the Mission: Lifeline EMS Gold Plus achievement award from the American Heart Association. The award acknowledges the department's commitment to offering rapid, research-based care to people experiencing heart attacks.

### Remembering a Hero



In 2022, the Flower Mound Fire Department laid to rest one of its own. At the age of 33, Firefighter Wade Cannon passed after a heroic battle with colon cancer. During his six and a half years of service to the FMFD, Wade proved himself to be a dedicated public servant. Rest easy, Firefighter Cannon.

### Tornado Response



In December 2022, a tornado touched down in Grapevine, TX, our neighbors to the south. The tornado was rated an EF1 with winds of more than 100 mph. Once the storms passed, FMFD Engine 503 responded to Grapevine to help at a heavily damaged Grapevine Mills Mall.

# POLICE DEPARTMENT

## SAFEST PLACE IN TEXAS

In 2022, Flower Mound was named the "Safest Place in Texas," according to background screening service GoodHire. For their report, GoodHire used FBI data on property, violent, and society crime in cities of all 50 states. In Texas, they found Flower Mound to be the safest locality with a population greater than 30,000. This report says the Town is exceptionally rated for all three crime types and should be viewed as one of the safest places to live and work.

## KEEPING PROMISES

In an effort to continually raise standards, the Flower Mound Police Department completed their pledge to improve their response to those experiencing mental health episodes in the community. In 2022, the department joined the One Mind Campaign, which was started by the International Association of Chiefs of Police (IACP). Their pledge included training and certifying all officers in mental health awareness courses, developing and implementing a policy when it comes to responding to situations involving mental health, and establishing a clear partnership with Denton County's local mental health and intellectual developmental disability services authority.

## COMMUNITY OUTREACH

In 2022, FMPD officers continued to nurture their relationship with Flower Mound residents by attending and planning more than 110 community events. Some of those new and returning events include Bike with the Blue, which raised more than \$20,000 for the Journey to Dream Foundation; Red, Blue & Que, which raised more than \$7,500 for Lewisville Independent School District Special Olympics; and the first-ever Bats and Badges Baseball Tournament, which raised \$7,000 for the Miracle League of North Texas. Officers also collected more than 1,200 pounds of expired medication and other drugs at multiple medication disposal events in 2022.



THE FLOWER MOUND POLICE DEPARTMENT RESPONDED TO **45,360+** SERVICE CALLS IN 2022

## ANIMAL SERVICES

**169** DOGS ADOPTED

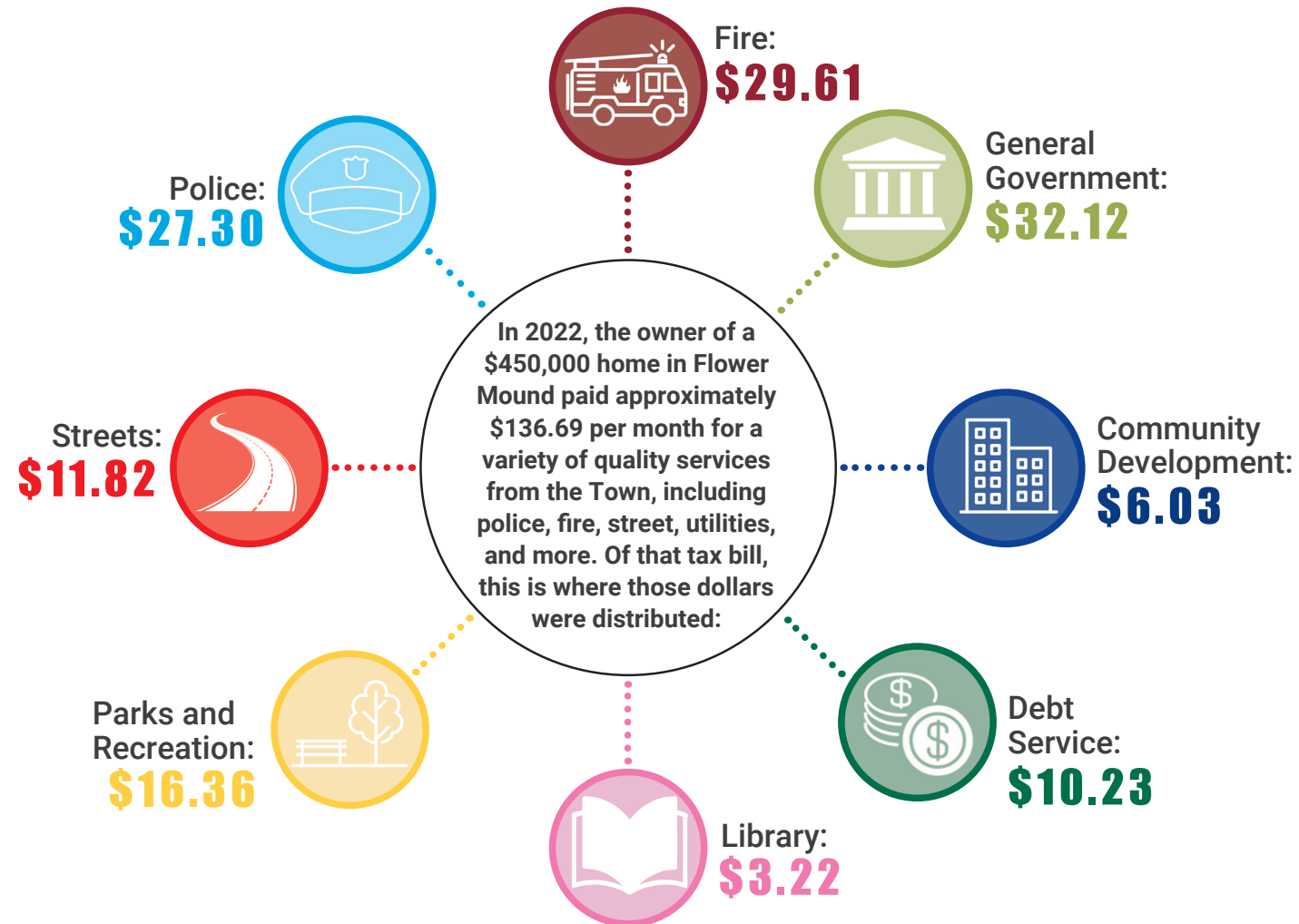
**215** CATS ADOPTED

**24** OTHER ANIMALS ADOPTED



# FINANCE AND BUDGET

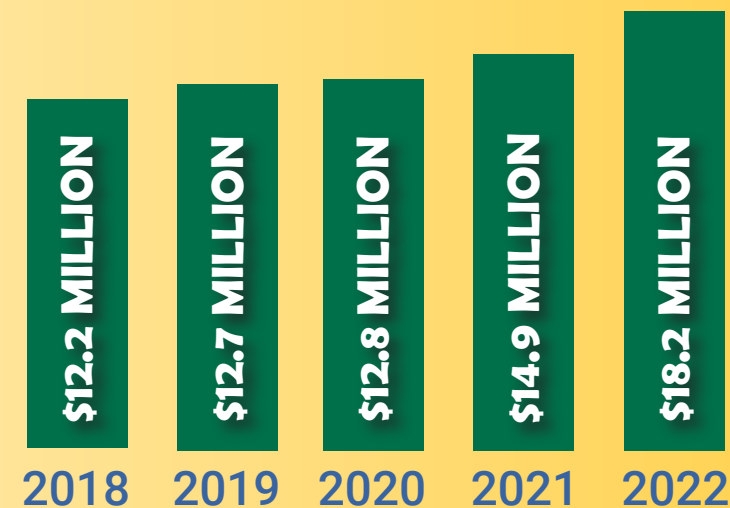
Fiscal Year 2022-23



## SALES TAX FIVE-YEAR COMPARISON

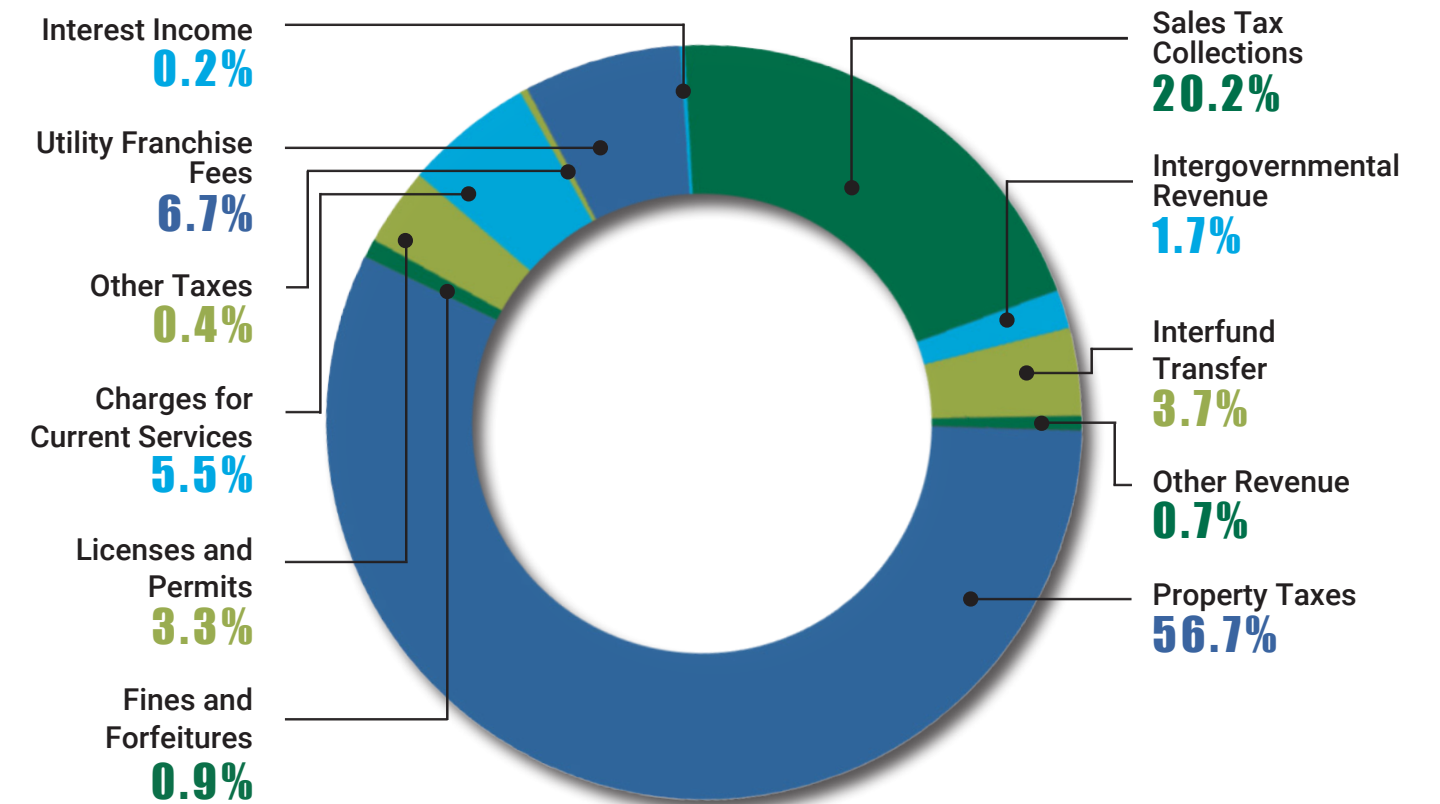
By Calendar Year

Sales tax collections continue to increase in Flower Mound. Over the last five years, collections have increased by more than **43%**.



# GENERAL FUND REVENUES

Fiscal Year 2022-23



## PROPERTY TAX RATE

Fiscal Year 2022-23



**21.8%**

Flower Mound ..... 0.405000%

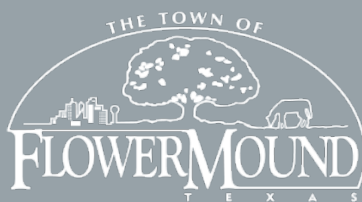
**66.5%**

Lewisville ISD ..... 1.236800%

**11.7%**

Denton County ..... 0.217543%

Total ..... 1.859343%



2121 Cross Timbers Road • Flower Mound, TX 75028  
972.874.6000 • [www.flower-mound.com](http://www.flower-mound.com)

Cover photo of the River Walk clock tower by Sam Brown